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##  <br> JOHN STARK \& CO., <br> 






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THE TORONTO WORLD



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## CHRIITY SADOLES

NEW MODELS FOR

## THE PRICE <br> THE PRICE OUR ATTORE <br> 2.50 <br>  <br> OUR STORE <br> 

The Harold A．Wilson Co．
35 King Street West，Toronto．
New summer Sports Catalogue－Free－Now Ready



## TMASON \& RISCH

PIANO COMPANY, LINITTED

## A Streeping Sale of Nowt <br> American Pianos

## We have just concluded our annual stocktaking and are about to order our new goods. We find ourselves with a large number of Pianos sy miscllaneous American makers. They are all absolutely new but they are of last season's designs and we dee

 Large Discounts for Cash.
## There never was a greater opp now offered. If you are

All are Pianos of the Highest Type.

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Baby Grand in Fancy Mahogony; 4.
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\section*{Special Notice.}

Everybudy knows that this Company (The Mason \& Risch Co.) has been for a long time (and still is) doing the largest
retail business the the City and Province. One reason is the reputation for artistic quality ano curability enjoyed by our own pianos
and those of other makers handled by us. One more especial reason is that we keep our stock always fresh and up-to-data. Whe


 MASON \& RISCH PIANO CO.,LIMITED,
 on Davenport Road was yesterday destroyed by fire. Fortunfor Spring was in our King St. factory and warehouse, conse quently there will be no in terruption in filling all orders as usual.
CEO. H. HEES SON \& OO.

Birds first!



 EPPS'S COCOA ENGLISH BREAKFAST COCOA





\section*{T. EATON CO Dress Goods and Silks.}


This is first and foremost a Dry Goods store, with Dress Goods its leading interest. Years ago we established ourselves as having the best Dress Goods stock in Canada, and never since have you had any reason to dispute us that dis-
tinction. Season by season our stock has improved-ail the while leading tinction. Season by season our stock has improved-ail the while leading in elegance, variety and completeness, until now it has reached the highest standard of excellence and superiority ever attained in Canada. It requited hard and intel ligent work by experts, but with our unequalled buying facilities and by keeping closely in touch with the Dress Goods producers the world over, wo
leadership, strikingly in evidence because having no close second.

The merest suggestion is possible in these columns. You have to see the goods to appreciate them or to know what are the dictates of Fashion. These hints will help to give
black dress coods.






 is as pronounced as it is in Dress Goods. Now is the best time to come and see the goods. You're welcom
are here for your pleasure.



\section*{People are} Talking

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out the way we mould the edges of collars and
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\section*{SALVAGE SALE
GROCERIES, ETC.}


\section*{MICHIE \& CO., GROCERS, Etc.}

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\section*{INVITATION......}

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\section*{Special}

Easter Novelties

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Nos
A unique and very attractive exhibit o Table Delicacies, Etc., is now being held in the parlors of the Queen's of New York, the oldest packers of High-Class Preserves and Condiments in the United States. This display is in charge of Miss Harmel, as representa-
tive of the firm. It is a new departure in ihe method of advertise of the firm will be of particular interest to the ladies of Toronto tising, and respectfully invited to attend on Monday, Tuesday o
who are Wednesday, display comes direct from .Montreal where it wa held at the Windsor Hotel, and afforded intense interest to
the ladies of Mortreal, upwards of 400 having visited it one dey, and similar success has attended it in Ottawa, Chicago Cincinnati, Pittsburg and other
The assortment comprises:
Preserved Fruits in Jars, Fresh Fruits in Glass, Brandy Fruits in Glass, Fruit Jellies, Calf's Foot Jellies, Blackberry Brandy, Plum Puddings, Mincemeat Sweet Pickles, Preserved Ginger. French Capers, Asparagettes, Tomato Catsup. Tomato Chutney and an assortment of Olives-Quee
Olives, Crescent Olives and Siniguala Olives. If any ladies desire to leave orders either for immediate o
future delivery, they will be executed through Messrs future delivery, they will be executed through Messr
Michie \& Co. at list prices.



\section*{Easter Millinery....}

GOOD! BETTER BEST


Jewelery
Silverware should seatenter marvelous low prices

Cluster
Marquis
Wedding Rings
SGHEUER'S


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\section*{AUCTION SALE}



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